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FOR IMMEDIATE RELEASE

FADA Releases Aug'26 Vehicle Retail Data

Auto Retail August 2026: Biggest-Ever August as Bharat Leads Growth — Alternative Fuels Overtake Petrol in the Passenger Vehicle Market for the First Time in History

Aug'26 Retail Performance

• Overall Retail: 24,23,201 units | +17.51% YoY | -6.48% MoM — **Biggest-ever August; five categories at fresh August records**

• 2W: 17,14,610 | +19.69% — PV: 4,02,398 | +16.14% — CV: 90,769 | +14.45%

• 3W: 1,22,281 | +8.64% — Tractors: 87,977 | +0.84% — Wheeled CE: 5,166 | +31.45%

What Defined August

• **Historic fuel crossover: PV alternative-fuel share (CNG + Hybrid + EV) reached 41.95%, overtaking petrol (40.85%) for the first time ever** — a near-11% petrol lead a year ago, now erased

• **Rural outpaced Urban YoY across every category** (Rural +19.79% vs Urban +15.17%); Rural PV +24.99% vs Urban +10.93%

• Total EV retails 2,98,448 — biggest-ever August (+52.9% YoY); 2W EV crossed 10% in a non-festive month; Electric CV at an all-time monthly high

• Tractors effectively flat (+0.84%) and -25.03% MoM — **the clearest sign of monsoon-linked rural stress, deficit widening to ~13%**

Inventory Signal

• **PV inventory rose by 5 days over July-end to ~38–40 days** — well above FADA's recommended 21-day benchmark, with 56% of PV dealers reporting higher stock; OEM dispatch discipline urged as festive stocking begins

Near-Term Outlook – September'26

• 67.09% of dealers expect growth, 27.35% flat and 5.56% de-growth (moderated from 74.30% for August)

• Drivers: festive season (Ganesh Chaturthi, Onam spillover, Navratri onset) watch-outs: high GST-driven base, ~13% monsoon deficit, 1-Sep price hikes

• Overall sentiment: **Cautiously Optimistic**

Next 3 Months Outlook – September-October-November'26

• **81.62% of dealers expect growth**, 17.09% flat and 1.28% de-growth (moderated from 87.85% a month ago)

• Festive heart of the year (Ganesh to Diwali, now in November); the real test is showroom conversion, not YoY optics against last year's GST-surge base

• Overall sentiment: **Optimistic**

07th September'26, New Delhi, BHARAT: The Federation of Automobile Dealers Associations (FADA) today released Vehicle Retail Data for Aug'26.

Aug'26 Retail Snapshot

Category	Aug'26 Units	YoY %	MoM %	Remark
Two-Wheelers	17,14,610	+19.69%	-5.70%	Best-ever August
Passenger Vehicles	4,02,398	+16.14%	-3.40%	First-ever August above 4 lakh
Commercial Vehicles	90,769	+14.45%	-8.93%	Best-ever August
Three-Wheelers	1,22,281	+8.64%	-8.59%	Best-ever August
Tractors	87,977	+0.84%	-25.03%	Effectively flat — rural/monsoon stress
Wheeled CE	5,166	+31.45%	-6.09%	Sharp bounce off a weak base
Total	**24,23,201**	**+17.51%**	**-6.48%**	**Biggest-ever August in the VAHAN series**

Source: FADA Research

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Aug'26 Auto Retail

Reflecting on August 2026 Auto Retail performance, **FADA President Mr. Sai Giridhar said:** "August'26 delivered the **biggest-ever August in Indian Auto Retail**, with the industry registering 24,23,201 units, **up 17.51% YoY** — even as retails eased 6.48% over a record July on the seasonal monsoon lull and a festival calendar that shifted Ganesh Chaturthi and the spillover of Onam-led buying into September. Growth was led by Wheeled Construction Equipment at +31.45%, Two-Wheelers at +19.69%, Passenger Vehicles at +16.14% and Commercial Vehicles at +14.45%, while Three-Wheelers grew 8.64% and Tractors were effectively flat at +0.84%. Two-Wheelers, Passenger Vehicles, Commercial Vehicles, Tractors and Three-Wheelers each set fresh August records, and overall registrations were the highest ever for the month. The defining development of the month, however, was a structural one: for the first time in India's history, **alternative fuels — CNG, hybrid and electric combined — overtook petrol in the Passenger Vehicle market**, at 41.95% against petrol's 40.85%. A little over a year ago petrol led this contest by nearly eleven percentage points; that lead has now been erased. We would, however, read the headline with discipline: much of the YoY strength rests on a soft August 2025 base, when buyers had deferred purchases awaiting the GST 2.0 rate cut, and dealers report that the festive curtain-raiser came in below their own expectations — the true test of the season lies in showroom conversion through September to November, not in year-on-year optics.

Beneath the headline sits a quieter, more telling shift. Even as a widening monsoon deficit — around 13%, with 14 states short of rain — held Tractors flat and pulled them 25.03% lower MoM, every other rural segment outgrew its urban counterpart: Rural Passenger Vehicles rose 24.99% against Urban's 10.93%, Rural Commercial Vehicles 16.33% and Rural Three-Wheelers 23.95% even as Urban Three-Wheelers fell. **Rural demand, in other words, has begun to decouple from the monsoon** — the farm-income-linked segment softened, yet **the non-farm rural economy of livelihood mobility, goods movement and construction kept accelerating**. For an industry long accustomed to reading rural India through the rainfall map, that is the quiet structural marker of FY27, and a measure of how broad-based Bharat's consumption has become.

Two-Wheeler retails stood at 17,14,610 units, **up 19.69% YoY — the best-ever August** and 2W's first genuinely new August peak since 2018, a recovery to trend after an eight-year round trip — though 5.70% lower MoM. Rural (+20.25% YoY) again edged Urban (+19.07%), but both softened sequentially (Rural -6.85% MoM, Urban -4.38%) as a widening monsoon deficit, heavy rain in pockets and the inauspicious Shravan/Aadi window kept rain-fed walk-ins subdued. Dealers credited sustained GST 2.0 affordability and steady rural demand, while the powertrain shift deepened — **2W EV share reached 10.68%**, crossing the 10% mark in a non-festive month for the first time, against 7.66% a year ago.

Commercial Vehicle retails came in at 90,769 units, **up 14.45% YoY — the best-ever August** — though 8.93% lower MoM on the seasonal freight lull. Rural (+16.33% YoY) once again outpaced Urban (+12.79%), reaffirming that goods-movement demand continues to broaden beyond the metros. LCVs grew 15.32% YoY, HCVs 13.98% and MCVs 10.38%, with dealers citing infrastructure execution, mining and e-commerce-linked logistics alongside steady financing. **Electric CV share rose to an all-time high of 5.18%** from 2.06% a year ago, with e-CV volumes setting a fresh monthly record — a clear signal that fleet electrification is moving from pilots to purchase orders, even as operators watch the September round of price increases.

Passenger Vehicle retails were 4,02,398 units, **up 16.14% YoY — the best-ever August** and the first time PV has crossed the 4-lakh mark in an August — though 3.40% lower MoM. The Bharat-led character was stark: Rural PV grew 24.99% YoY against Urban's 10.93%. Beyond the volume record, the fuel mix reached a genuine inflection — alternative fuels (CNG 25.28%, Hybrid 9.04%, EV 7.63%) together touched 41.95%, edging past petrol/ethanol at 40.85% for the first time, though petrol still remains the single largest individual fuel. Dealers attribute the shift to running-cost economics and continuing consumer hesitation around the E20 transition, which is nudging petrol

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buyers towards CNG, hybrids and EVs. On the channel side, **PV inventory rose by a further 5 days over July-end to around 38–40 days** — well above FADA's recommended 21-day benchmark, with 56% of PV dealers reporting higher stock month-on-month. With festive stocking now underway, we urge PV OEMs to bill strictly to retail so that dealer capital is not locked in ageing inventory.

Three-Wheelers at 1,22,281 units (+8.64% YoY) posted their best-ever August, with EV penetration at 65.30% — the segment is now structurally electric; **Tractors at 87,977 units were effectively flat (+0.84% YoY)** and fell 25.03% MoM, the clearest sign of monsoon-linked rural stress this month, with the all-India rainfall deficit widening to around 13%; and Wheeled Construction Equipment at 5,166 units rose 31.45% YoY on infrastructure momentum. **Total EV retails across categories reached 2,98,448 units — the biggest-ever August** and up 52.9% YoY — taking overall EV penetration to about 12.3% from 9.5% a year ago, with Electric Commercial Vehicles at an all-time monthly high. With FY'27's first five months up 18.47%, the structural momentum of Bharat's mobility transition remains firmly intact."

Near-Term Outlook (September'26)

Looking ahead to September'26, dealer sentiment stays constructive but has moderated from July's peak: **67.09% of dealers expect growth, 27.35% a flat market and 5.56% de-growth** (against 74.30% who expected growth heading into August). Expectations rest on the festive season proper now beginning — Ganesh Chaturthi, the Onam sales spillover and the onset of Navratri — with 43.59% of dealers reporting festive booking pipelines already building. Against this, dealers weigh a widening monsoon deficit affecting rural enquiries, and the fresh round of OEM price increases effective 1 September.

Two-Wheelers should draw support from festive demand and the alternative-fuel shift, though rural cashflows remain hostage to late-season rainfall; Passenger Vehicles enter September with fresh launches and healthy pipelines but must convert them against elevated inventory and a demanding base; and Commercial Vehicles should firm up as post-monsoon freight, infrastructure and harvest movement resume.

Overall, the outlook for September'26 appears **Cautiously Optimistic** — with festive conversion and the monsoon's closing behaviour the key swing factors.

Next 3 Months Outlook (September-October-November'26)

For the September-October-November'26 period, **81.62% of dealers expect growth**, 17.09% a flat market and just 1.28% de-growth — a strong reading, though **moderated from the 87.85% recorded a month ago**. The festive heart of the year sits squarely in this window, running from Ganesh Chaturthi and Navratri through Dhanteras and Diwali, which fall in November this year. Dealers rank festive demand underdelivering versus expectations as the single biggest risk (29.06%), followed by a below-normal monsoon's impact on rural demand (17.52%) and further price hikes affecting affordability (11.11%).

FADA would again counsel reading the coming prints for what they are: October and November will be measured against last year's GST-driven festive surge — an unusually high base — even as Diwali shifts into November, so **the quarter's real signal will be conversion in showrooms rather than year-on-year headlines**. One year on from GST 2.0, a substantial part of the affordability benefit still sits with the consumer in small cars, commuter two-wheelers and commercial vehicles, but successive input-cost-led price increases have narrowed that cushion — **the headroom is finite and thinning**. The structural anchors nonetheless remain supportive: FY'27 retails are up 18.47% over five months, the repo rate is steady, PM E-DRIVE and state policies are accelerating an electrification transition that has now carried alternative fuels past petrol in PV, and Bharat's rural economy continues to outpace urban

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India — the enduring spine of the India Growth Story. Crucially, **the rural decoupling flagged above is the season's real cushion**: with reservoir storage rebuilt for the Rabi crop and the non-farm rural economy firing, festive demand rests on a broader base than the rainfall map alone would suggest.

Overall, the next three months appear **Optimistic** — with festive conversion, the monsoon's rural after-effects and inventory discipline the key monitorables into the peak season.

Key Findings from our Online Members Survey

- **Liquidity**
  - Neutral 47.44%
  - Good 41.03%
  - Bad 11.54%

- **Sentiment**
  - Neutral 51.28%
  - Good 40.60%
  - Bad 08.12%

- **Expectation from September'26**
  - Growth 67.09%
  - Flat 27.35%
  - De-growth 05.56%

- **Expectation in next 3 months (Sept-Oct-Nov'26)**
  - Growth 81.62%
  - Flat 17.09%
  - De-growth 01.28%

Charts showing Vehicle Retail Data for various period

All India Vehicle Retail Data for FY'27 YTD (Apr'26 to Aug'26)

CATEGORY	YTD FY'27	YTD FY'26	Growth %
2W	92,39,592	78,24,639	18.08%
3W	6,11,026	5,42,131	12.71%
CV	4,78,606	4,06,508	17.74%
Wheeled - CE	27,949	29,403	-4.95%
PV	21,02,265	17,20,309	22.20%
TRAC	4,77,861	3,97,146	20.32%
Total	**1,29,37,299**	**1,09,20,136**	**18.47%**

Source: FADA Research

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All India Vehicle Retail Data for Aug'26

CATEGORY	Aug'26	Jul'26	Aug'25	MoM%	YoY%
2W	17,14,610	18,18,289	14,32,537	-5.70%	19.69%
3W	1,22,281	1,33,778	1,12,553	-8.59%	8.64%
E-RICKSHAW(P)	*28,816*	*34,722*	*36,957*	*-17.01%*	*-22.03%*
E-RICKSHAW WITH CART (G)	*6,029*	*7,280*	*6,214*	*-17.18%*	*-2.98%*
THREE-WHEELER (GOODS)	*14,614*	*15,366*	*10,237*	*-4.89%*	*42.76%*
THREE-WHEELER (PASSENGER)	*72,657*	*76,236*	*59,017*	*-4.69%*	*23.11%*
THREE-WHEELER (PERSONAL)	*165*	*174*	*128*	*-5.17%*	*28.91%*
PV	4,02,398	4,16,555	3,46,468	-3.40%	16.14%
TRAC	87,977	1,17,349	87,244	-25.03%	0.84%
Wheeled - CE	5,166	5,501	3,930	-6.09%	31.45%
CV	90,769	99,666	79,306	-8.93%	14.45%
LCV	*55,972*	*61,634*	*48,536*	*-9.19%*	*15.32%*
MCV	*8,092*	*9,925*	*7,331*	*-18.47%*	*10.38%*
HCV	*26,640*	*28,070*	*23,372*	*-5.09%*	*13.98%*
Others	*65*	*37*	*67*	*75.68%*	*-2.99%*
Total	**24,23,201**	**25,91,138**	**20,62,038**	-6.48%	17.51%

Source: FADA Research

Chart showing Fuel Wise Vehicle Retail Market Share for Aug'26

All India Fuel Wise Vehicle Retail Data for Aug'26

Two-Wheeler	Aug'26	Jul'26	Aug'25
PETROL/ETHANOL	89.23%	88.67%	92.10%
EV	10.68%	11.24%	7.66%
CNG/LPG	0.08%	0.09%	0.25%
Total	**100%**	**100%**	**100%**

Three-Wheeler	Aug'26	Jul'26	Aug'25
EV	65.30%	65.07%	56.63%
CNG/LPG	21.50%	21.56%	31.88%
DIESEL	12.89%	13.09%	11.23%
PETROL/ETHANOL	0.31%	0.28%	0.26%
Total	**100%**	**100%**	**100%**

Commercial Vehicle	Aug'26	Jul'26	Aug'25
Diesel	78.77%	80.40%	81.52%
CNG/LPG	12.87%	12.75%	12.10%
PETROL/ETHANOL	3.15%	3.25%	4.26%
EV	5.18%	3.57%	2.06%
HYBRID	0.04%	0.03%	0.06%
Total	**100%**	**100%**	**100%**

Wheeled - Construction Equipment OEM	Aug'26	Jul'26	Aug'25
Diesel	100%	99.98%	99.47%
CNG/LPG	0.0%	0.02%	0.05%
PETROL/ETHANOL	0.0%	0.00%	0.05%
EV	0.0%	0.00%	0.43%
HYBRID	0.00%	0.00%	0.00%
Total	**100%**	**100%**	**100%**

Passenger Vehicle	Aug'26	Jul'26	Aug'25
PETROL/ETHANOL	40.85%	41.68%	46.37%
Diesel	17.21%	17.73%	18.37%

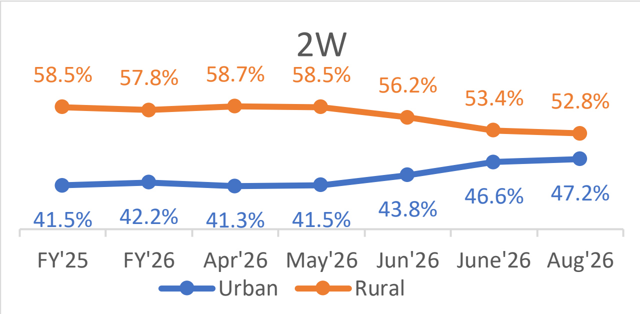
Tractor	Aug'26	Jul'26	Aug'25
Diesel	99.99%	99.88%	99.99%
PETROL/ETHANOL	0.00%	0.00%	0.00%

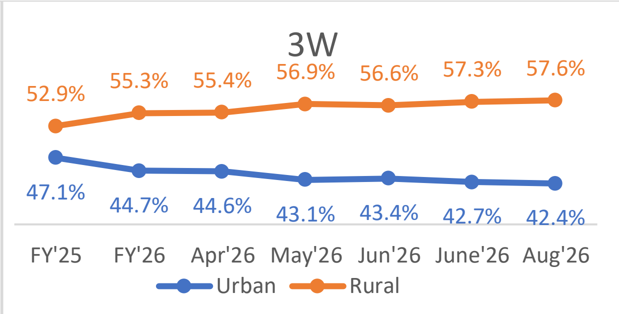
CNG/LPG	25.28%	24.67%	21.47%
HYBRID	9.04%	8.02%	7.96%
EV	7.63%	7.90%	5.83%
Total	**100%**	**100%**	**100%**

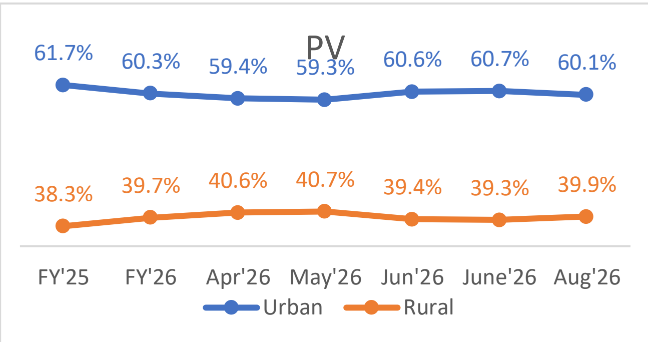
EV	0.01%	0.12%	0.00%
Total	**100%**	**100%**	**100%**

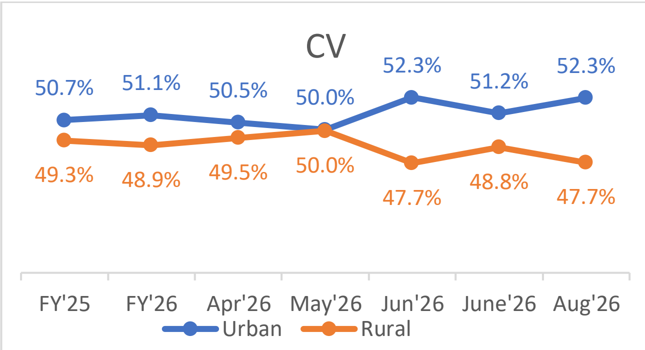
Source: FADA Research

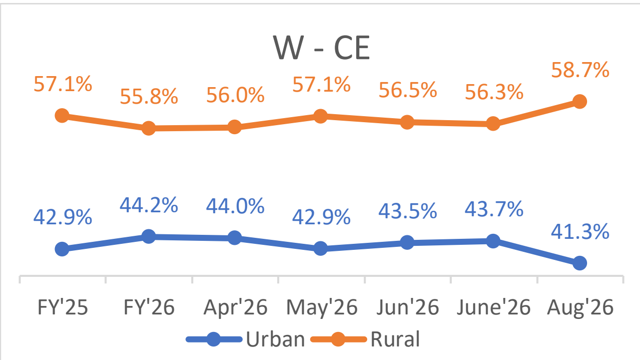
All India Vehicle Retail Strength Index for Aug'26 on basis of Urban & Rural RTOs.

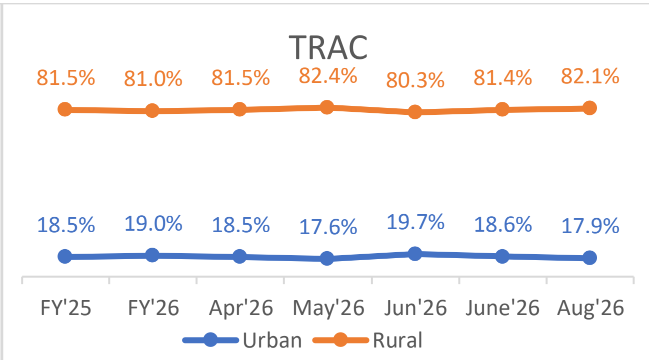












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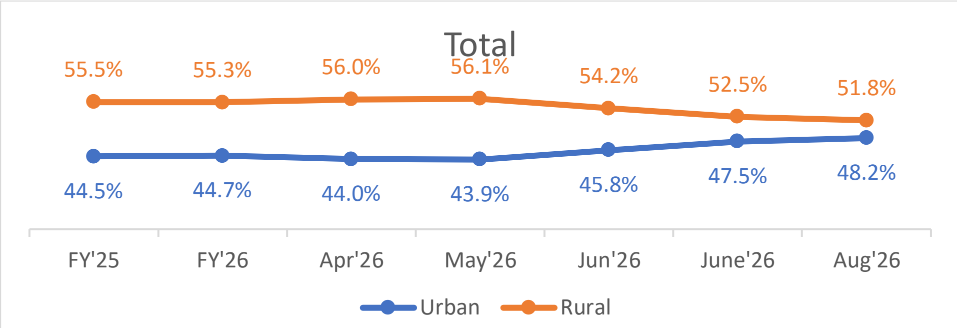

Source: FADA Research

All India Vehicle Retail Strength YoY and MOM comparison for Aug'26.

Category	MoM%	YoY%	Category	MoM%	YoY%
2W			**CV**		
Urban	-4.38%	19.07%	Urban	-7.01%	12.79%
Rural	-6.85%	20.25%	Rural	-10.94%	16.33%
Total	-5.70%	19.69%	**Total**	-8.93%	14.45%
3W			**Wheeled - CE**		
Urban	-9.12%	-6.95%	Urban	-11.19%	22.00%
Rural	-8.20%	23.95%	Rural	-2.13%	39.04%
Total	-8.59%	8.64%	**Total**	-6.09%	31.45%
PV			**TRAC**		
Urban	-4.33%	10.93%	Urban	-27.64%	-8.32%
Rural	-1.96%	24.99%	Rural	-24.43%	3.09%
Total	-3.40%	16.14%	**Total**	-25.03%	0.84%
Total					
Urban	-5.12%	15.17%			
Rural	-7.71%	19.79%			
Total	-6.48%	17.51%			

Source: FADA Research

Disclaimer:

1- Vehicle Retail Data has been collated as on 04.09.26 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,467 out of 1,469 RTOs.

2- Commercial Vehicle is subdivided in the following manner
   a. LCV – Light Commercial Vehicle (incl. Passenger & Goods Vehicle)
   b. MCV – Medium Commercial Vehicle (incl. Passenger & Goods Vehicle)
   c. HCV – Heavy Commercial Vehicle (incl. Passenger & Goods Vehicle)

3- 3-Wheeler is sub-divided in the following manner
   a. E-Rickshaw – Passenger
   b. E-Rickshaw – Goods
   c. 3-Wheeler – Goods
   d. 3-Wheeler – Passenger
   e. 3-Wheeler – Personal

4- For the month of Aug'26, Vehicle Registration Data for 3W, CV and Trac categories are not available for Telangana (TS)

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Aug'26 category-wise OEM market share can be found in Annexure 2, Page No. 09

Media Kit

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About FADA India

Founded in 1964, Federation of Automobile Dealers Associations (FADA), is the apex national body of Automobile Retail Industry in India engaged in the sale, service and spares of 2 & 3 Wheelers, Passenger Cars, UVs, Commercial Vehicles (including buses and trucks) and Tractors. FADA India represents over 15,000 Automobile Dealerships having over 30,000 dealership outlets including multiple Associations of Automobile Dealers at the Regional, State and City levels representing the entire Auto Retail Industry. Together we employ ~5 million people at dealerships and service centres.

FADA India, at the same time also actively networks with the Industries and the authorities, both at the Central & State levels to provide its inputs and suggestions on the Auto Policy, Taxation, Vehicle Registration Procedure, Road Safety and Clean Environment, etc. to sustain the growth of the Automobile Retail Trade in India.

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Annexure 1

OEM wise Market Share Data for Aug'26 (YoY comparison)

Two-Wheeler OEM	Aug'26	Market Share (%) Aug'26	Aug'25	Market Share (%) Aug'25
HONDA MOTORCYCLE AND SCOOTER INDIA (P) LTD	4,47,342	26.09%	3,72,867	26.03%
HERO MOTOCORP LTD	4,13,996	24.15%	3,49,039	24.37%
TVS MOTOR COMPANY LTD	3,53,746	20.63%	2,82,347	19.71%
BAJAJ AUTO LTD	1,57,149	9.17%	1,36,335	9.52%
SUZUKI MOTORCYCLE INDIA PVT LTD	1,04,217	6.08%	96,184	6.71%
ROYAL-ENFIELD (UNIT OF EICHER LTD)	94,448	5.51%	76,505	5.34%
INDIA YAMAHA MOTOR PVT LTD	62,375	3.64%	55,172	3.85%
ATHER ENERGY LTD	28,757	1.68%	19,210	1.34%
OLA ELECTRIC TECHNOLOGIES PVT LTD	13,852	0.81%	19,464	1.36%
GREAVES ELECTRIC MOBILITY LTD	8,613	0.50%	4,567	0.32%
RIVER MOBILITY PVT LTD	5,141	0.30%	1,903	0.13%
BGAUSS AUTO PRIVATE LIMITED	4,845	0.28%	1,729	0.12%
CLASSIC LEGENDS PVT LTD	4,256	0.25%	2,649	0.18%
PIAGGIO VEHICLES PVT LTD	3,595	0.21%	2,900	0.20%
Others Including EV	12,278	0.72%	11,666	0.81%
Total	**17,14,610**	**100%**	**14,32,537**	**100%**

Source: FADA Research

Disclaimer:

1. Vehicle Retail Data has been collated as on 04.09.26 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,467 out of 1,469 RTOs.
2. Others include OEMs accounting less than 0.1% Market Share.

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Three-Wheeler OEM	Aug'26	Market Share (%) Aug'26	Aug'25	Market Share (%) Aug'25
BAJAJ AUTO LTD	42,605	34.84%	43,744	38.87%
MAHINDRA & MAHINDRA LIMITED	13,381	10.94%	9,414	8.36%
MAHINDRA LAST MILE MOBILITY LTD	*13,367*	*10.93%*	*9,372*	*8.33%*
MAHINDRA & MAHINDRA LIMITED	*14*	*0.01%*	*42*	*0.04%*
PIAGGIO VEHICLES PVT LTD	8,426	6.89%	7,109	6.32%
TVS MOTOR COMPANY LTD	7,139	5.84%	4,779	4.25%
ATUL AUTO LTD	2,810	2.30%	2,113	1.88%
YC ELECTRIC VEHICLE	2,208	1.81%	3,421	3.04%
DILLI ELECTRIC AUTO PVT LTD	1,781	1.46%	1,816	1.61%
SAERA ELECTRIC AUTO PVT LTD	1,702	1.39%	2,172	1.93%
MINI METRO EV L.L.P	1,330	1.09%	1,144	1.02%
J. S. AUTO (P) LTD	1,315	1.08%	945	0.84%
Others including EV	39,584	32.37%	35,896	31.89%
Total	**1,22,281**	**100%**	**1,12,553**	**100%**

Source: FADA Research

Disclaimer:

1- For the month of Aug’26 numbers for 3W category are not available for Telangana (TS).
2- Vehicle Retail Data has been collated as on 04.09.26 in collaboration with Ministry of Road Transport & Highways, Government of India and has been gathered from 1,467 out of 1,469 RTOs.
3- Others include OEMs accounting less than 1% Market Share.

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Commercial Vehicle OEM	Aug'26	Market Share (%) Aug'26	Aug'25	Market Share (%) Aug'25
TATA MOTORS LTD	30,338	33.42%	25,128	31.68%
MAHINDRA & MAHINDRA LIMITED	23,998	26.44%	22,319	28.14%
MAHINDRA & MAHINDRA LIMITED	*22,238*	*24.50%*	*20,709*	*26.11%*
MAHINDRA LAST MILE MOBILITY LTD	*1,760*	*1.94%*	*1,610*	*2.03%*
ASHOK LEYLAND LTD	16,649	18.34%	15,344	19.35%
ASHOK LEYLAND LTD	*16,369*	*18.03%*	*15,071*	*19.00%*
SWITCH MOBILITY AUTOMOTIVE LTD	*280*	*0.31%*	*273*	*0.34%*
VE COMMERCIAL VEHICLES LTD	7,186	7.92%	6,951	8.76%
VE COMMERCIAL VEHICLES LTD	*7,112*	*7.84%*	*6,904*	*8.71%*
VE COMMERCIAL VEHICLES LTD (VOLVO BUSES DIVISION)	*74*	*0.08%*	*47*	*0.06%*
MARUTI SUZUKI INDIA LTD	4,435	4.89%	3,861	4.87%
FORCE MOTORS LIMITED	2,273	2.50%	1,947	2.46%
DAIMLER INDIA COMMERCIAL VEHICLES PVT. LTD	1,763	1.94%	1,523	1.92%
SML MAHINDRA LTD	1,336	1.47%	1,277	1.61%
Others	2,791	3.07%	956	1.21%
Total	**90,769**	**100.00%**	**79,306**	**100.00%**

Source: FADA Research

Disclaimer:

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Wheeled - Construction Equipment OEM	**Aug'26**	**Market Share (%) Aug'26**	**Aug'25**	**Market Share (%) Aug'25**
JCB INDIA LIMITED	2,605	50.43%	2,126	54.10%
ACTION CONSTRUCTION EQUIPMENT LTD.	556	10.76%	395	10.05%
ESCORTS KUBOTA LIMITED (CONSTRUCTION EQUIPMENT)	412	7.98%	246	6.26%
AJAX ENGINEERING LTD	282	5.46%	218	5.55%
BULL MACHINES PVT LTD	173	3.35%	88	2.24%
CATERPILLAR INDIA PRIVATE LIMITED	121	2.34%	109	2.77%
TATA HITACHI CONSTRUCTION MACHINERY COMP. PVT LTD	117	2.26%	97	2.47%
CASE NEW HOLLAND CONSTRUCTION EQUIPMENT(I) PVT LTD	106	2.05%	54	1.37%
M/S SCHWING STETTER (INDIA) PRIVATE LIMITED	92	1.78%	74	1.88%
INDO FARM EQUIPMENT LIMITED	73	1.41%	19	0.48%
LIUGONG INDIA PVT. LTD	62	1.20%	7	0.18%
DOOSAN BOBCAT INDIA PVT LTD	49	0.95%	33	0.84%
Others	518	10.03%	464	11.81%
Total	**5,166**	**100.00%**	**3,930**	**100.00%**

Source: FADA Research

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PV OEM	Aug'26	Market Share (%) Aug'26	Aug'25	Market Share (%) Aug'25
MARUTI SUZUKI INDIA LTD	1,65,200	41.05%	1,34,494	38.82%
TATA MOTORS LTD	57,841	14.37%	41,170	11.88%
MAHINDRA & MAHINDRA LIMITED	50,245	12.49%	47,220	13.63%
HYUNDAI MOTOR INDIA LTD	46,987	11.68%	44,818	12.94%
TOYOTA KIRLOSKAR MOTOR PVT LTD	24,856	6.18%	27,600	7.97%
KIA INDIA PRIVATE LIMITED	23,371	5.81%	19,873	5.74%
SKODA AUTO VOLKSWAGEN GROUP	7,469	1.86%	9,069	2.62%
SKODA AUTO VOLKSWAGEN INDIA PVT LTD	*7,415*	1.84%	*8,977*	2.59%
VOLKSWAGEN AG/INDIA PVT. LTD.	*30*	0.01%	*66*	0.02%
AUDI AG	*11*	0.00%	*26*	0.01%
SKODA AUTO INDIA/AS PVT LTD	*13*	0.00%	*-*	0.00%
JSW MG MOTOR INDIA PVT LTD	5,784	1.44%	6,649	1.92%
HONDA CARS INDIA LTD	4,968	1.23%	4,421	1.28%
RENAULT INDIA PVT LTD	3,275	0.81%	2,618	0.76%
NISSAN MOTOR INDIA PVT LTD	2,758	0.69%	1,502	0.43%
VINFAST AUTO INDIA PVT LTD	2,199	0.55%	-	0.00%
BMW INDIA PVT LTD	1,402	0.35%	1,448	0.42%
MERCEDES -BENZ GROUP	1,353	0.34%	1,469	0.42%
MERCEDES-BENZ INDIA PVT LTD	*1,191*	0.30%	*1,374*	0.40%
MERCEDES -BENZ AG	*161*	0.04%	*93*	0.03%
DAIMLER AG	*-*	0.00%	*-*	0.00%
MERCEDES BENZ	*1*	0.00%	*2*	0.00%
FORCE MOTORS LIMITED	1,111	0.28%	585	0.17%
STELLANTIS GROUP	998	0.25%	719	0.21%
STELLANTIS AUTOMOBILES INDIA PVT LTD	*812*	0.20%	*459*	0.13%
STELLANTIS INDIA PVT LTD	*186*	0.05%	*260*	0.08%
JAGUAR LAND ROVER INDIA LIMITED	563	0.14%	503	0.15%
BYD INDIA PRIVATE LIMITED	543	0.13%	581	0.17%
Others	1,475	0.37%	1,729	0.50%
Total	**4,02,398**	**100.0%**	**3,46,468**	**100.0%**

Source: FADA Research

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Tractor OEM	Aug'26	Market Share (%) Aug'26	Aug'25	Market Share (%) Aug'25
MAHINDRA & MAHINDRA LIMITED (TRACTOR)	20,703	23.53%	20,159	23.11%
MAHINDRA & MAHINDRA LIMITED (SWARAJ DIVISION)	15,914	18.09%	15,428	17.68%
INTERNATIONAL TRACTORS LIMITED	11,818	13.43%	10,586	12.13%
TAFE LIMITED	10,780	12.25%	11,030	12.64%
ESCORTS KUBOTA LIMITED (AGRI MACHINERY GROUP)	9,756	11.09%	8,666	9.93%
JOHN DEERE INDIA PVT LTD(TRACTOR DEVISION)	6,294	7.15%	5,956	6.83%
EICHER TRACTORS	5,590	6.35%	6,059	6.94%
CNH INDUSTRIAL (INDIA) PVT LTD	4,170	4.74%	3,934	4.51%
Others	2,952	3.36%	5,426	6.22%
Total	**87,977**	**100%**	**87,244**	**100%**

Source: FADA Research

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